

16th YEAR • A WEEKLY PUBLICATION

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10/29/56

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

fashion

january

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january - 1957

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february - 1957

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, OCTOBER 26, 1956</u>			
Friday Oct. 26 10:30 A.M.	OPENING OF SPRING COAT & SUIT COLLECTION Also, Oct. 30, Nov. 1, 14.	MONTE-SANO & PRUZAN By appointment. Contact:	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR JU. 2-2317.
Friday Oct. 26 12:00 Noon Luncheon	PREVIEW: CHILDREN'S SPRING DRESSES Cinderella Frocks present their Spring dresses in sizes 3 to 6x and 7 to 14. By invitation only.	ROSENAU BROS. Publicity:	112 WEST 34TH STREET SHOWROOM - 14TH FLOOR Ruth Hammer Associates, EL. 5-7872.
Friday Oct. 26 12:00 Noon Luncheon	FIRST INTERNATIONAL FASHION EXPOSITION Press preview of "Fashion-O-Rama"--fashions for men, women and children; fabrics and allied interests. Admission: \$1.00. Proceeds for benefit of Scholarship Fund of Fashion Institute of Technology. Open to public, Oct. 27 - Nov. 4. Hours: 11 - 11; Sunday, 1 - 9. Fashion Director: Eleanor Lambert. Exposition contact:	FASHION-O-RAMA (353 W. 57TH ST.) JU. 6-6820. Public Rel:	NEW YORK COLISEUM COLUMBUS CIRCLE A.A. Schechter, 580 Fifth Ave., JU. 6-2420.
Friday Oct. 26 2:00 P.M.	OPENING: RESORT & SPRING COLLECTION Daily at 2:00 P.M. Contact:	RAPPI, INC. Henrietta Barnes, LO. 5-2626.	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Friday Oct. 26 2:30 P.M.	PRESS PREVIEW: RESORT & SPRING COLLECTION Preview of the Resort and Spring collection by Branell. By invitation only. Publicity:	BRANELL Eleanor Lambert, 785 Fifth Avenue, MU. 8-2130.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday Oct. 26	RESORT & ADVANCE SPRING DRESS COLLECTION Edith Small will show her Resort and advance Spring suits, dresses and costumes. Buyers by appointment; contact: Edith Small, CI. 7-2200. Publicity: Viola Shefer, FL. 3-3173.	EDITH SMALL ORIGINALS (122 E. 16 ST., L.A.)	GOTHAM HOTEL SUITE 1409

WEEK BEGINNING MONDAY, OCTOBER 29, 1956

Monday Oct. 29- Nov. 16 9:00 A.M. & 3:30 P.M.	"BEST DRESSED WOMAN IN THE WORLD"--CLINICS Preview of Spring '57 fashions from January, February, March issues. Merchandise-promotion clinics at 9:00 A.M.; personalized store group meetings at 3:30 P.M. For appointments, contact:	CHARM MAGAZINE Elaine Kanners, PL. 9-2080.	1384 BROADWAY CHARM SHOWROOM-18 FL.
Beginning Monday Oct. 29 11:45 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of Zelinka-Matlick's Spring coats and suits at 11:45 A.M. daily. Contact: Jerry Matlick, BR. 9-5100. Publ: C.J. Herrick Assoc., TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Oct. 29 12:00 Noon	OPENING: SPRING COAT COLLECTION "The Coat's The Thing"--showing of Louis Goldstein's coat collection. Show followed by luncheon. By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Monday Oct. 29 4:30 P.M. Cocktails	FASHIONS FROM FEBRUARY ISSUE "Mademoiselle" will show clothes and accessories from their third annual "Heart of Fashion" February, 1957 issue. By invitation only to buyers and tie-in stores. Contact: Joel Graham, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Monday Oct. 29 6:30 P.M.- 8:30 P.M.	"BUYING READY-TO-WEAR & ACCESSORIES"--COURSE Speakers: Katherine Murphy, Lord & Taylor; Charles Bay, Bonwit Teller. Price: \$2.00 per session. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
Tuesday Oct. 30 9:30 A.M. Breakfast	PRESS PREVIEW: TALL GIRL FASHIONS Lane Bryant's Over Five-Seven Shop will preview a collection of "festive fashions." By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	6TH FLOOR
Tuesday Oct. 30 9:30 A.M.	LEATHER COSTUMES BY BONNIE CASHIN Preview for buyers at 9:30 A.M.; press at 11:00 A.M. By invitation. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447.	PHILIP SILLS	39 WEST 37TH STREET SHOWROOM - 4TH FLOOR
Beginning Tuesday Oct. 30 10:30 A.M.	SPRING AND SUMMER BRIDAL COLLECTION Opening of Spring and Summer bridal and bridesmaid collection, designed by Gaston Mallet. Thereafter at 10:30 and 2:30. By reservation; contact: Florence Hamburger, BR. 9-2680. Publ: Vera Bacal-Fred Schey, PL. 3-8421.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Oct. 30 10:30 A.M.	SPRING AND SUMMER BRIDAL COLLECTION Showing of Spring and Summer bridal collection at 10:30 A.M. daily, designed by Mava. Contact: PE. 6-0886.	MILADY BRIDALS, INC.	499 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday Oct. 30 11:30 A.M.	RESORT AND SPRING-- BY MADELEINE FAUTH Madeleine Fauth's Resort and Spring fashions will be shown daily at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.	"CLOTHES FOR YOU", INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Oct. 30 4:00 P.M. Cocktails	"THE LINGERIE LOOK" --FASHION SHOW Fabric display and showing of lingerie fashions for women and children. By invitation only. Contact: Mrs. Joie Harrison, OX. 5-5000.	M. LOWENSTEIN & SONS	1430 BROADWAY SHOWROOM - 6TH FLOOR
Tuesday Oct. 30 4:30 P.M. Cocktails	FASHIONS FROM FEBRUARY ISSUE "Glamour Magazine" will preview fashions from their February, "Main Street/ USA" issue to retailers. By invitation only. Contact: Lucia Depew, LE. 2-7500, Ext. 469.	GLAMOUR MAGAZINE	BARBIZON-PLAZA HOTEL LITTLE THEATRE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Oct. 30	RESORT & SPRING COCKTAIL DRESSES David Morris will present import adaptations of Resort and Spring cocktail dresses at continuous daily showings. Contact: Gloria Frank, WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Oct. 30	OPENING: MISSES & JUNIOR DRESSES Georgette Juniors by Phyllis De Trano--Resort and Spring Junior dresses. Also, De Trano Originals--misses dresses. Contact: LO. 4-9445.	GEORGETTE JUNIORS; DE TRANO ORIGINALS	1400 BROADWAY SHOWROOM - 29TH FLOOR
Tuesday Oct. 30- Nov. 6	SIXTY-EIGHTH ANNUAL NATIONAL HORSE SHOW Publicity: Alden E. Calkins, 350 Fifth Avenue, PE. 6-0578.	NATIONAL HORSE SHOW ASS'N OF AMERICA, INC.	MADISON SQUARE GARDEN 8TH AVE. & 50TH STREET
Oct. 31	HALLOWE'EN (Wednesday).		
Wednesday Oct. 31 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON Nettie Rosenstein's Fall fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	NETTIE ROSENSTEIN (550 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 31 4:30 P.M.- 7:00 P.M.	PRESS PREVIEW OF ALUMINUM FURNITURE Preview of 20 miniature rooms designed by Richard Sandfort. By invitation only. Publicity: Richard Dillon Associates, CH. 3-6112.	ALUMINUM FURNITURE BY SANDFORT, INC.	127 EAST 60TH STREET SHOWROOM - FIRST FLOOR
Wednesday Oct. 31 4:45 P.M.	PREVIEW: "WARM-WEATHER" COLLECTION Scaasi will preview his Resort, Spring and Summer fashions. By invitation only. Showings thereafter in private suite at Savoy-Plaza. Contact: Maxwell-Gray, PL. 3-5556.	SCAASI	SAVOY-PLAZA HOTEL LE CHATEAU-11TH FLOOR
Thursday Nov. 1 10:00 A.M.- 12:00 Noon	PRESS PREVIEW OF DRAPERY FABRICS Preview of "Murals by Fine Art"--hand screened wallpapers and decorative fabrics in the same designs. By invitation only. Publicity: Allene Stearn at Jamian Advertising, 16 W. 46th St., CI. 5-9300.	FINE ART WALLPAPER CO.	575 MADISON AVENUE SHOWROOM - 5TH FLOOR
Thursday Nov. 1 11:00 A.M.	PREVIEW OF SPRING COAT & SUIT COLLECTION Frank Gallant Originals will preview their Spring coats and suits to press and buyers. By invitation only. <u>Trade showings from Wed., Nov. 7 at 11:00 A.M. daily.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday Nov. 1 12:30 P.M. Luncheon	CUSTOM ORIGINALS AT LUNCHEON SHOW Fontayne's Winter and Holiday custom originals. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Fontayne contact: PL. 3-6677. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	FONTAYNE (331 EAST 55TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
Thursday Nov. 1 12:30 P.M. Luncheon	FALL AND HOLIDAY FASHIONS AT LUNCHEON Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Milgrim contact: Audrey Leeds, LY. 6-0570. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MILGRIM	HOTEL PLAZA TERRACE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 1 2:30 P.M.	OPENING OF SPRING COLLECTION Pauline Trigere's Spring collection will be presented for <u>out-of-town buyers only</u> on Nov. 1 and 2 at 2:30 P.M. Following showings: Nov. 7 and 8 at 2:30; and Nov. 9 at 10:30 A.M. By appointment. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Thursday Nov. 1 7:30 P.M. Dinner	60TH ANNIVERSARY & ACHIEVEMENT MEDALS Parsons School of Design's 60th anniversary, with presentation of medals of achievement to: Christian Dior, Norman Norell, Gilbert Adrian, Claire McCardell and others. Tickets: \$15.00, contact: Tappen & Tew, 38 E. 57th St., PL. 1-2644. Publicity: Betty Yarmon, LO. 4-9194.	PARSONS SCHOOL OF DESIGN	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Nov. 1- Nov. 16	PRESENTATION OF FABRIC WORKSHOP Display of over 200 fabrics for retail piece goods buyers: model garments, promotional and display ideas. Also, from Dec. 3 - Jan. 18. Contact: Jack Cannon, MU. 9-6000.	CELANESE CORPORATION OF AMERICA	180 MADISON AVENUE SHOWROOM - 10TH FLOOR
Friday Nov. 2 9:30 A.M. Coffee	PRESS PREVIEW OF BOUTIQUE FASHIONS Ohrbach's will present a press preview of boutique import fashions and holiday gift items. By invitation only. Publ: Mark Klauser, OX. 5-4000.	OH RBACH'S	4TH FLOOR BOUTIQUE SALON
Friday Nov. 2 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Nov. 2: William J. Nov. 9: Herma G. Nov. 16: John Frederics. Nov. 30: Aranka. Dec. 7: Don Marshall. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Sunday Nov. 4- Nov. 7	SPRING COLLECTIONS IN ST. LOUIS Women's misses', junior, children's ready-to-wear and accessories will be shown during Spring Market Week. Contact: Joan Gardner, St. Louis Fashion Creators, 915 Olive St., St. Louis 1, Mo.	ST. LOUIS FASHION CREATORS	HOTEL STATLER ST. LOUIS, MO.
Monday Nov. 5- Nov. 11	33RD WOMEN'S ANNUAL INT'L EXPOSITION Press preview, 9:00 A.M. - 12:00 Noon, Monday, Nov. 5, of the 33rd Women's Annual International Exposition, with display of fine arts, handcrafts and a Fall Flower Show by The Federated Garden Clubs of New York State. Another special feature will be "Rug-O-Rama", a display of 400 handmade rugs. Hours: 12:00 Noon - 11:00 P.M. Admission: 91¢. Contact: Doris Vinton at John Morrissey Gray Co., 51 E. 42nd St., MU. 7-5587.	THE WOMEN'S NATIONAL INSTITUTE, INC.	71ST REGIMENT AMORY PARK AVENUE & 34 ST.
Beginning Monday Nov. 5	OPENING OF SPRING SPORTSWEAR COLLECTION Showings of Spring sportswear, designed by Jeanne Campbell. Contact: Chyna La Monte, LO. 5-1445.	SPORTWHIRL, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Nov. 6	ELECTION DAY (Tuesday).		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 6 1:00 P.M.	PREVIEW OF SPRING DRESS COLLECTION Mr. Mort's Spring dress collection, designed by Lee Evans, will be shown Nov. 6, 7, 8, 9, at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Beginning Wednesday Nov. 7 10:30 A.M.	OPENING OF SPRING DRESS COLLECTION Jerry Greenwald's Spring dress and ensemble collection, designed by Violet Feigen, at 10:30 A.M. (<u>Note Change of Date</u>). Contact: LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Wednesday Nov. 7 11:00 A.M.	OPENING OF SPRING COLLECTIONS Spring collections by Charles Glueck Originals and Miss Cane. Thereafter continuous. Contact: CH. 4-8532.	CHARLES GLUECK ORIG.; MISS CANE, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Wednesday Nov. 7 2:30 P.M.	PREVIEW OF SPRING DRESS COLLECTION Mam'selle will preview their Spring dress collection, designed by Betty Carol. By invitation. Continuous thereafter. Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Nov. 7 4:00 P.M.	SHOWING OF RESORT & SPRING FASHIONS DuPont and "Holiday" Magazine will present care-free clothes for Resort and Spring, in a musical presentation by Michael Brown. Show followed by cocktails. For buying office representatives, by invitation. Contact: Louise Petry at DuPont, LO. 3-6400, Ext. 468.	DUPONT & HOLIDAY MAGAZINE	HOTEL STATLER GEORGIAN ROOM
Beginning Wednesday Nov. 7	OPENING: SPRING JUNIOR DRESS COLLECTION Continuous daily showings of Spring junior daytime and cocktail dresses. Contact: Sylvia Howard, CH. 4-8857.	CAPRICE ORIGINALS	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Wednesday Nov. 7	OPENING: RESORT AND HOLIDAY DRESS COLLECTION Mary Black will present her Resort and Holiday dress collection. By appointment. Contact: Miss Doris, FL. 8-2014.	MARY BLACK OF LONDON, INC.	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Beginning Thursday Nov. 8 11:00 A.M.	OPENING: JUNIOR DRESS COLLECTION Eloise Curtis will present her junior dress collection for Spring at 11:00 A.M. daily. Contact: PE. 6-4285.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Nov. 8 12:30 P.M. Luncheon	SPORTSWEAR AND LEATHER ACCESSORIES AT LUNCHEON "Cross Country Wear"--men's and women's sportswear, travel accessories and luggage. Press by invitation. Public by reservation; contact: FL. 9-3000, Ext. 176. Mark Cross Publicity: Ruth Mitchell, FL. 7-5809. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARK CROSS	HOTEL PLAZA PERSIAN ROOM
Thursday Nov. 8 3:00 P.M.	PRESS PREVIEW OF SPRING COLLECTION Preview of the Jack Horwitz Spring collection. By invitation. <u>Daily at 11:30 A.M. from Mon., Nov. 12.</u> Contact: Lois Silverman, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR

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Thursday Nov. 8 5:30 P.M.	PREVIEW OF SPRING COLLECTION James Galanos will preview his Spring collection. By invitation only. Publicity: Maxwell-Gray, PL. 3-5556.	JAMES GALANOS	HOTEL PLAZA WHITE & GOLD SUITE
Beginning Thursday Nov. 8	OPENING OF SPRING SUIT COLLECTIONS Showing of Spring suit collections, designed by Stefan, at continuous daily showings. Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK; BIRCHBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Saturday Nov. 10 12:30 P.M. Luncheon	HOLIDAY FASHIONS BY MR. MORT Benefit luncheon, with fashions by Mr. Mort. Tickets: \$9.00, contact: Banquet Dept., PL. 9-3000. Producer-Commentator: Betty Campbell, EL. 5-1405.	BENEFIT OF CEREBRAL PAISY LEAGUE	HOTEL PLAZA GRAND BALLROOM
Sunday Nov. 11- Nov. 17	NATIONAL PRESS WEEK IN LOS ANGELES Women's fashion editors from all over the country will attend National Press Week in Los Angeles. By Invitation only. Contact: William Maxfield, Exec. Dir., C.F.C., 740 South Broadway, Los Angeles.	CALIFORNIA FASHION CREATORS	LOS ANGELES, CALIFORNIA
Monday Nov. 12 10:00 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY FASHIONS Gimbels will preview their Holiday fashions to the press. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	3RD FLOOR BOUTIQUE SALON
Monday Nov. 12 12:00 Noon Luncheon	OPENING: CRUISE AND SPRING COLLECTION Lanz will present junior dresses and separates for Cruise and Spring. Showing at 12:30 P.M., Nov. 12 - 15; and by appointment Nov. 19 - 21. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Beginning Monday Nov. 12	RESORT AND SPRING HANDBAG COLLECTIONS Contact: National Authority, 347 Fifth Avenue, MU. 3-6969.	NATIONAL AUTHORITY FOR LADIES' HANDBAG IND.	MEMBERS' SHOWROOMS
Tuesday Nov. 13 10:00 A.M. Breakfast	PRESS PREVIEW OF HOLIDAY FASHIONS Macy's will preview Holiday fashions for at-home and party wear. By invitation only. Publicity: Nancy Rosenfield, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday Nov. 13 12:00 Noon Luncheon	SPRING READY-TO-WEAR LUNCHEON MEETING "Highlights of American Ready-To-Wear Collections-Spring 1957". Co-Chairmen: Bettina Ballard and Margaret deMille. Prices: \$7.00, members; \$8.50, guests (one guest to a member). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Tuesday Nov. 13 12:30 P.M. Luncheon	RESORT FASHIONS DURING LUNCHEON Oleg Cassini's Resort fashions, available at leading stores. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 9-1000. Oleg Cassini Publicity: Alfred Davidson Assoc., PL. 5-0868. Produced by Mary Alice Rice, CI. 6-1790.	OLEG CASSINI	HOTEL AMBASSADOR BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Nov. 13	RESORT-INTO-SPRING FORMAL FASHIONS Continuous showings of Resort-into-Spring formal and cocktail fashions, designed by Ted Shore. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Wednesday Nov. 14 12:15 P.M. Luncheon	PREVIEW OF FALL 1957 COLLECTION Preview for press and buyers of the Bernhard Altmann and Connaught Fall 1957 cashmere sweaters, with color coordinated skirts. By invitation only. Contact: Editha Austin, OX. 5-3350.	BERNHARD ALTMANN (1451 BROADWAY)	ST. REGIS HOTEL ROOF
Wednesday Nov. 14 2:30 P.M.	PREVIEW OF SPRING MILLINERY John Frederics will invite the press and buyers to preview his Spring millinery. By invitation only. Contact: Joseph Mann, CI. 7-7745.	JOHN FREDERICS, INC.	6 WEST 57TH STREET SHOWROOM - 7TH FLOOR
Wednesday Nov. 14 4:00 P.M. Cocktails	4TH ANNUAL JUNIOR DRESSMAKING CONTEST Awarding of prizes to the senior and junior national winners in Singer's 4th annual junior dressmaking contest. By invitation only. Contact: Anne Cunningham at Young & Rubicam, MU. 9-5000, Ext. 8379.	THE SINGER SEWING MACHINE COMPANY	HOTEL PLAZA BALLROOM
Wednesday Nov. 14 5:00 P.M. Cocktails	PREVIEW OF SPRING FASHIONS "Fabulous bart's Fiocco"--showing of Spring fashions in Italian fabrics. Show at 5:45 P.M. By invitation only. Publ.: Peggy Cantor, WI. 7-1228.	BART SCHWARTZ INT'L TEXTILES LTD.	HOTEL AMBASSADOR DIPLOMAT-BALLROOM
Thursday Nov. 15 4:00 P.M. Cocktails	HAND-DRESSED DOLLS: EXHIBIT AND AWARDS "A Treasury of Hand-Dressed Dolls"--first annual exhibit and announcement of winners in a national doll-dressing competition. Fashion and allied press, by invitation. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133.	DOLL BODIES, INC.	BELMONT-PLAZA HOTEL GLASS HAT ROOM
Thursday Nov. 15 4:00 P.M.- 7:00 P.M.	PREVIEW OF FURNITURE AND NEW SHOWROOM Contemporary furniture and fabrics in settings by John and Erlene Brice. By invitation only. Contact: Stuart Grayson, TE. 8-8040.	HARVEY PROBBER, INC.	41 EAST 57TH STREET SHOWROOM - 6TH FLOOR
Monday Nov. 19 12:30 P.M. Luncheon	RESORT & HOLIDAY FASHIONS AT LUNCHEON Showing of Resort and Holiday fashions by Madeleine Fauth during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Publicity: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	"CLOTHES FOR YOU," INC.	HOTEL PLAZA PERSIAN ROOM
Tuesday Nov. 20 10:00 A.M. Breakfast	PRESS PREVIEW OF SMALL FURS Gimbels will preview their collection of small furs to the press. By invitation only. Publicity: Margot Infantino, IO. 5-1500.	GIMBELS	3RD FLOOR FUR SALON
Tuesday Nov. 20 11:00 A.M.- 4:00 P.M.	PRESS PREVIEW: NEW PAINTINGS & SCULPTURE Exhibition of paintings and sculpture by American and European artists. Open to public Nov. 21 - Jan. 20. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 20 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "Night of Roses"--ninth annual "Party of the Year" for benefit of Costume Institute of Metropolitan Museum of Art. Pageant of Museum costumes will be shown. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$65.00 each; contact: Mrs. Mildred Wincor, Costume Institute, TR. 9-5500.	COSTUME INSTITUTE--- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Nov. 22	THANKSGIVING DAY (Thursday).		
Sunday Nov. 25- Nov. 29	SPRING AND SUMMER SHOE FASHIONS The 17th semi-annual showing of popular price shoe fashions for men, women and children, co-sponsored by The Nat'l Ass'n of Shoe Chain Stores and New England Shoe and Leather Ass'n. Co-Managers: Edward Atkins and Maxwell Field. Contact: MU. 2-8705.	POPULAR PRICE SHOE SHOW OF AMERICA	HOTELS NEW YORKER & McALPIN
Monday Nov. 26- Nov. 30	CORSET & BRASSIERE SPRING MARKET WEEK Contact: Mary Osborne, Corset and Brassiere Council, 200 Madison Avenue, LE. 2-9440.	CORSET & BRASSIERE INDUSTRY	SHOWROOMS AND HOTELS
Wednesday Nov. 28 4:00 P.M. Cocktails	KATE GREENAWAY'S DRESSES FOR CHILDREN Celebration of Kate Greenaway's 50th birthday, with a showing of girls' Spring dresses. By invitation only. Publ: Rosemary Sheehan, CI. 7-8060.	L. WOHL & CO. (1333 BROADWAY)	HOTEL AMBASSADOR BALLROOM
Thursday Nov. 29 12:30 P.M. Luncheon	HOLIDAY AND RESORT FASHIONS AT LUNCHEON William Fox will present his Holiday and Resort fashions, available at Gunther Jaekel. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. William Fox contact: OX. 5-4070. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	WILLIAM FOX, INC.	HOTEL PLAZA TERRACE ROOM
Friday Nov. 30 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING Co-Chairmen: Barbara Lewis and Gertrude Dixon. (Prices and more details later). Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATOR-ASTOR BALLROOM
Thursday Dec. 6 3:30 P.M. Tea	PRESS PREVIEW OF SPRING LINGERIE Munsingwear will preview their Spring lingerie. By invitation only. Contact: Gertrude Gillespie, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE 1ST FLOOR-AUDITORIUM

OPENING OF SPRING COLLECTIONS IN LONDON AND PARIS

Tuesday Jan. 22- Jan. 24	OPENING OF COUTURE COLLECTIONS IN LONDON Contact: Ann Ryan, 233 High Holborn, London, W.C.1, England.	INCORPORATED SOC. OF LONDON DESIGNERS	LONDON, ENGLAND
Beginning Monday Jan. 28	OPENING OF PARIS COUTURE COLLECTIONS Contact: Chambre Syndicale, 102 Rue du Faubourg, St-Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE PARISIENNE	PARIS, FRANCE

MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Monday
Oct. 29 FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon., Oct. 29: Bellini's NORMA. Wed., Oct. 31: Wagner's DIE MEISTERSINGER.
Fri., Nov. 2: Zachary Solov's ballet SOIREE and Donizetti's DON PASQUALE.
Sat., Mat., Nov. 3: Bellini's NORMA. Sat., Eve., Nov. 3: Puccini's LA
BOHEME. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday
Oct. 30 OPENING: "MAJOR BARBARA" MARTIN BECK THEATRE, 302 WEST 45TH STREET
Charles Laughton, Cornelia Otis Skinner, Burgess Meredith, Glynis Johns
and Eli Wallach will star in George Bernard Shaw's play. Produced by
Robert L. Joseph and The Producers theatre. Directed by Mr. Laughton.
Sets and lighting: Donald Oenslager. Costumes: Dorothy Jeakins. Publicity:
Karl Bernstein, CI. 6-0427.
- Wednesday
Oct. 31 SEVENTH WEEK: N.Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET
Wed., Oct. 31: Carl Orff's THE MOON and Igor Stravinsky's HISTOIRE DU
SOLDAT. Thurs., Nov. 1: Verdi's RIGOLETTO. Fri., Nov. 2: Offenbach's
ORPHEUS IN THE UNDERWORLD. Sat., Eve., Nov. 3: Verdi's RIGOLETTO.
Publicity: Barry Hyams, CO. 5-4784.
- Wednesday
Oct. 31 OPENING: "AUNTIE MAME" BROADHURST THEATRE, 235 WEST 44TH STREET
Rosalind Russell will star in an adaptation by Robert E. Lee and Jerome
Lawrence of the best-selling novel by Patrick Dennis. Produced by Robert
Fryer and Lawrence Carr. Dir.: Morton Da Costa. Featuring: Polly Rowles,
Marion Winters, Robert Smith, Jan Handzlik. Sets: Oliver Smith. Lighting:
Peggy Clark. Miss Russell's gowns: Travis Banton; costumes: Noel Taylor.
Publ.: Arthur Cantor, CI. 6-6496.
- Thursday
Nov. 1 OPENING: "THE SLEEPING PRINCE" CORONET THEATRE, 230 WEST 49TH STREET
Michael Redgrave and Barbara Bel Geddes will star in a comedy by Terence
Rattigan presented by The Producers Theatre and Gilbert Miller. Featuring:
Cathleen Nesbitt, Nydia Westman, Ronald Welsh, Felix Deebank. Directed by
Mr. Redgrave. Sets: Morris Houghton. Costumes: Alvin Colt. Publicity:
Richard Maney, CI. 7-4646.
- Sunday
Nov. 4 OPENING: "DIARY OF A SCOUNDREL" PHOENIX THEATRE, 2ND AVE. & 12TH ST.
T. Edward Hambleton and Norris Houghton will present Roddy McDowall in a
comedy by Alexander Ostrovsky, adapted by Rodney Ackland. Featuring:
Josephine Brown, Howard da Silva, Margaret Hamilton, Blanche Yurka.
Director: Alan Cooke. Sets and lighting: Klaus Holm. Costumes: Alvin Colt.
Publicity: Ben Kornzweig, PE. 6-2340.
- Wednesday
Nov. 7 OPENING: "LONG DAY'S JOURNEY INTO NIGHT" HELEN HAYES THEA., 210 W. 46TH ST.
Fredric March and Florence Eldridge will star in Eugene O'Neill's drama with
Jason Robards, Jr., Bradford Dillman and Katherine Ross. Producers: Leigh
Connell, Theodore Mann and Jose Quintero. Director: Mr. Quintero. Set:
David Hays. Lighting: Tharon Musser. Costumes: Motley. Publicity: Arthur
Cantor, CI. 6-6496.
- Thursday
Nov. 8 OPENING: "THE BEST HOUSE IN NAPLES" LYCEUM THEATRE, 149 WEST 45TH STREET
Nick Mayo will present the F. Hugh Herbert new play starring Katy Jurado
with Rino Negri. Director: Claude Dauphin. Scenery and lighting: Ralph
Alswang. Costumes: Jerry Boxhorn. Publ.: Harvey Sabinson, CI. 6-0856.